

ORDER



Orders
Order / Rev: 708415
Alt Order #: 06290418
Product Desc: KLINE FOR CONGRESS
Estimate: 210
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: JOHN KLINE/R/CON/MN
Demographic: A35+
Product Codes: PL-Federal
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/15/12 | 65 | \$59,625.00 | \$50,681.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 65 | \$59,625.00 | \$50,681.25 | 0.00 |
| Totals | 65 | \$59,625.00 | \$50,681.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| KARE | 24% | \$59,625.00 |
| Market | 100% | \$248,437.50 |

Competitive Share

| | Share | Total |
|-------|-------|--------------|
| CABLE | 0% | \$0.00 |
| KAWB | 0% | \$0.00 |
| KAWE | 0% | \$0.00 |
| KCCO | 0% | \$0.00 |
| KCCW | 0% | \$0.00 |
| KFTC | 0% | \$0.00 |
| KMSP | 11% | \$27,328.12 |
| KMWB | 0% | \$0.00 |
| KPXM | 0% | \$0.00 |
| KRWF | 0% | \$0.00 |
| KSAX | 0% | \$0.00 |
| KSTC | 0% | \$0.00 |
| KSTP | 14% | \$34,781.25 |
| KTCA | 0% | \$0.00 |
| KTCI | 0% | \$0.00 |
| KWCM | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WCCO | 51% | \$126,703.12 |
| WFTC | 0% | \$0.00 |

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Advertiser: JOHN KLINE/R/CON/MN
 Product Desc: KLINE FOR CONGRESS
 Estimate: 210
KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|-------------------------------------|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|-------|-------------|
| E 1 | KARE | 10/09/12 | 10/15/12 | M-F 1-2p Rachel Ray | CM | 1P-2P | MTWTF-- | :30 | 5 | \$180.00 | P-4 | 0.00 | NM | 5 | \$900.00 |
| | | | | RACHAEL RAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | \$180.00 | | | 0.00 | | | |
| E 2 | KARE | 10/09/12 | 10/15/12 | M-F 10-1035p KARE News 10p | CM | 10-1035P | MTWTF-- | :30 | 5 | \$2,475.00 | P-4 | 0.00 | NM | 5 | \$12,375.00 |
| | | | | NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | \$2,475.00 | | | 0.00 | | | |
| E 3 | KARE | 10/09/12 | 10/15/12 | Tonight Show Tonight Show | CM | 1035pm-1135pm | MTWTF-- | :30 | 4 | \$675.00 | P-4 | 0.00 | NM | 4 | \$2,700.00 |
| | | | | TONIGHT SHOW | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 4 | | | \$675.00 | | | 0.00 | | | |
| E 4 | KARE | 10/09/12 | 10/15/12 | M-F 2-3p The Doctors | CM | 2P-3P | MTWTF-- | :30 | 5 | \$200.00 | P-4 | 0.00 | NM | 5 | \$1,000.00 |
| | | | | THE DOCTORS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | \$200.00 | | | 0.00 | | | |
| E 5 | KARE | 10/09/12 | 10/15/12 | M-F 3-4p DR OZ | CM | 3-4p | MTWTF-- | :30 | 5 | \$350.00 | P-4 | 0.00 | NM | 5 | \$1,750.00 |
| | | | | DR. OZ | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | \$350.00 | | | 0.00 | | | |
| E 6 | KARE | 10/09/12 | 10/15/12 | M-F 4-430p KARE 11 4 News | CM | 4-430P | MTWTF-- | :30 | 2 | \$360.00 | P-4 | 0.00 | NM | 2 | \$720.00 |
| | | | | KARE 4P NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 2 | | | \$360.00 | | | 0.00 | | | |
| E 7 | KARE | 10/09/12 | 10/15/12 | M-F 430-5p Jeopardy | CM | 430-5P | MTWTF-- | :30 | 3 | \$850.00 | P-4 | 0.00 | NM | 3 | \$2,550.00 |
| | | | | JEOPARDY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 3 | | | \$850.00 | | | 0.00 | | | |
| E 8 | KARE | 10/09/12 | 10/15/12 | M-F 5-530p KARE 11 5 News | CM | 5-530p | MTWTF-- | :30 | 5 | \$1,450.00 | P-4 | 0.00 | NM | 5 | \$7,250.00 |
| | | | | KARE 5P NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | \$1,450.00 | | | 0.00 | | | |
| E 9 | KARE | 10/09/12 | 10/15/12 | M-F 6-630p KARE 11 6 News | CM | 6-630p | MTWTF-- | :30 | 5 | \$1,450.00 | P-4 | 0.00 | NM | 5 | \$7,250.00 |
| | | | | KARE 6P NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | \$1,450.00 | | | 0.00 | | | |
| E 10 | KARE | 10/09/12 | 10/15/12 | M-F 6-7a KARE 11 Sunrise M-F | CM | 6-7a | MTWTF-- | :30 | 5 | \$850.00 | P-4 | 0.00 | NM | 5 | \$4,250.00 |
| | | | | SUNRISE 6A | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | \$850.00 | | | 0.00 | | | |
| E 11 | KARE | 10/09/12 | 10/15/12 | M-F 630-7p Entertainment Tonight | CM | 630pm-7pm | MTWTF-- | :30 | 5 | \$1,700.00 | P-4 | 0.00 | NM | 5 | \$8,500.00 |
| | | | | ET | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | \$1,700.00 | | | 0.00 | | | |
| E 12 | KARE | 10/09/12 | 10/15/12 | Today Show Today Show | CM | 7-9a | MTWTF-- | :30 | 6 | \$800.00 | P-4 | 0.00 | NM | 6 | \$4,800.00 |
| | | | | TODAY SHOW | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 6 | | | \$800.00 | | | 0.00 | | | |
| E 13 | KARE | 10/09/12 | 10/15/12 | | CM | 9-10a | MTWTF-- | :30 | 5 | \$225.00 | P-4 | 0.00 | NM | 5 | \$1,125.00 |

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Advertiser: JOHN KLINE/R/CON/MN
 Product Desc: KLINE FOR CONGRESS
 Estimate: 210

KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------|------|-------------------|-----------------|-------------------|-------|-------------------|---------|-----|-------------|------------|-----|---------------|--------|-------|-------------|
| | | | | M-F 9-10a | | | | | | | | | | | |
| | | | | M-F 9-10a | | | | | | | | | | | |
| TODAY 2 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | \$225.00 | | | 0.00 | | | |
| E 14 | KARE | 10/13/12 | 10/13/12 | Sat 5-530p | CM | 5-530P | -----S- | :30 | 1 | \$585.00 | P-4 | 0.00 | NM | 1 | \$585.00 |
| | | | | KARE 11 5 News Sa | | | | | | | | | | | |
| SAT 5P NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | 1 | | | \$585.00 | | | 0.00 | | | |
| E 15 | KARE | 10/13/12 | 10/13/12 | Sat 8-10a | CM | 8-10a | -----S- | :30 | 2 | \$585.00 | P-4 | 0.00 | NM | 2 | \$1,170.00 |
| | | | | KARE 11 Saturday | | | | | | | | | | | |
| SAT KARE NWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | 2 | | | \$585.00 | | | 0.00 | | | |
| E 16 | KARE | 10/14/12 | 10/14/12 | MN Bound | CM | 1035P-1105P | -----S | :30 | 1 | \$1,800.00 | P-4 | 0.00 | NM | 1 | \$1,800.00 |
| | | | | MN Bound | | | | | | | | | | | |
| SU 10P MEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | 1 | | | \$1,800.00 | | | 0.00 | | | |
| E 17 | KARE | 10/14/12 | 10/14/12 | Sun 5-530p | CM | 5-530P | -----S | :30 | 1 | \$900.00 | P-4 | 0.00 | NM | 1 | \$900.00 |
| | | | | KARE 11 5 News Su | | | | | | | | | | | |
| SU 5P NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | 1 | | | \$900.00 | | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 65 | \$59,625.00 |